# DEALER SECTION OF Electricity on the Farm

With which is consolidated The RURAL ELECTRIC DEALER. Established 1920. The only publication devoted exclusively to the electrification of towns and farms and reaching the power companies and electric dealers serving this rapidly developing rural market.

Vol. 2 SEPTEMBER, 1929 No. 9


## The Harvest Surplus

Attention is called to the editorial appearing on page 11 of the Farmer Section of this issue. Incidentally, over one hundred and eighty thousand farmers will receive, and, we believe, will read this issue, including the editorial referred to.

The period immediately following harvest season is one of the most effective of the year for the dealer to make sales. This is largely due to the tendency of many farmers to pay cash only for new equipment.

If you have not already circularized the electrified farms in your neighborhood at this particular season, personal solicitation is now most essential. In any case, personal calls are desirable—whether or not your prospects have been reached by circular matter and advertising.

Remember, many of your farm customers are now planning on the purchase of equipment, and it is up to you to make such purchases be among electrical equipment.

One big advantage of the electrical field is the large variety of appliances and equipment which it includes. There is something to suit the taste of every farm customer and there are strong arguments in favor of every piece of farm equipment which is electrically operated.

If you are to secure your share of the cash business incidental to the harvest season, you've got to get busy at once.

*ELECTRICITY ON THE FARM (except this "Dealer Section," printed on tinted paper) has already been placed in the hands of more than 180,000 farmers along the rural lines operated by more than 200 power companies. Hence the articles you find in this copy will be read, or have already been read, by many of the farmers in your territory. You are, therefore, in a position to approach these farmers on the subjects with which they are familiar. Your way is paved for increased sales of electrified farm equipment.

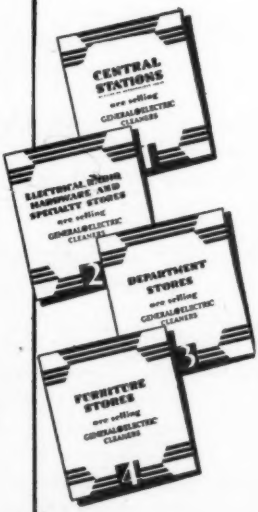
# Four plans that

## RESULTS!

**The Edison Electric Illuminating Company of Boston sold 2152 G-E Cleaners in a six weeks' drive. This activity, similar to many operated by large power companies, was conducted on a big scale, commensurate with the sales possibilities in Boston.**

**Luby's Electric Shop in a small town followed Plan 2 with the result that 47 cleaners were sold in six weeks. Twelve cleaners were sold in one day.**

**The Duncan Hardware Stores in Wakefield, Woburn and Stoneham, suburban towns near Boston, sold 51 Standard and Junior G-E Cleaners in 20 days with Plan 2.**




**The D. G. Stoughton Drug Company, Hartford, sold 40 cleaners in a little over a month.**

**The Michaels-Maurer Company, New Haven, sold 100 G-E Cleaners the first day of a week's campaign. A low first payment and newspaper advertising were the basis of its plan.**

**An average of over 60 General Electric Cleaners a month are sold by Forbes and Wallace, Inc., department store of Springfield, Mass., pioneers in the operation of Plan 3.**

**People's Outfitting Company of Rochester, N. Y., have averaged about 36 G-E Cleaners a month by following a simple, definite plan.**

**Bullards furniture house of New Haven, are selling approximately 35 G-E. Cleaners a month by using Plan 4.**

MERCHANDISE DEPT., GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONN.

# *sold* cleaners

***. . . they brought in the business***

***. . . let them do the same for* You**

**THERE'S a big difference between a plan on paper and a plan in operation. That's why we're offering you plans that actually have *proved* themselves profitable.**

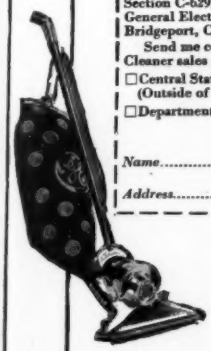
**Many different types of stores have had big success with General Electric Cleaners, for example:**

***Central Stations Department Stores Furniture Stores Electrical, Radio, Hardware and Specialty Stores***

**On the opposite page are shown the sheets which contain the actual plans that were used.**

**With good practical sales helps and cleaners that are low-priced but of General Electric quality, no wonder sales pile up. Ask for your plan—get it started—then watch it swing business your way. What it has done for others it can do for you.**

**Send coupon for complete details. Just indicate which type of shop you run. Address Sect., C-629, Merchandise Dept., General Electric Co., Bridgeport, Connecticut.**



Section C-629, Merchandise Department,
General Electric Company,
Bridgeport, Conn.

Send me complete details of the General Electric Cleaner sales plans checked.

☐ Central Stations (Outside of Metropolitan Area) ☐ Furniture Stores

☐ Department Stores ☐ Electrical, Radio, Hardware and Specialty Stores

*Name*.....

*Address*.....

## GENERAL ELECTRIC CLEANER

MERCHANDISE DEPT., GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONN.

# FARM LIGHTING

WESTERN Cable LONG LIFE BATTERIES

## Will help you make more Money - -

WESTERN CABLE batteries mean more money and more business in your pocket, and we want you to write immediately for all the details on this business builder.

This battery incorporates the years of experience we have gained in specializing in this field. We also manufacture a complete line of A and B types of storage batteries for radios and automobiles.

***Large production of plates of different kinds for the trade.***

***Five year guarantee***

***Heavy-duty plates***

***Extra heavy reinforced cover***

***Ample Sediment space***

***Write for proposition***

**Western Cable & Light Company**

**BALDWIN, WIS.**

# Building the Rural Load

By E. R. MEACHAM,*
Director of Rural Service, Wisconsin Power & Light Co.

BUILDING the farm load is a job with infinite ramifications. There are only two states in the Mississippi Valley whose utilities serve even 10 per cent of the farms, but Wisconsin is one of them. And in Wisconsin, no further back than 1923, the average current consumption was 16 kilowatt hours a month. Farmers thought of electric service almost entirely in terms of light—and light came high. But last year Mr. Rork reported that our state wide average had crept up to 50 kilowatt hours a month.

Somewhere in those five years the farmer had been learning that electricity would milk his cows, grind his grain, cut his silage, carry his water, cook and cool his food, wash and iron his clothes—and clean as well as light his house. Somehow it had been borne in on him that electricity furnished very cheap power, indeed.

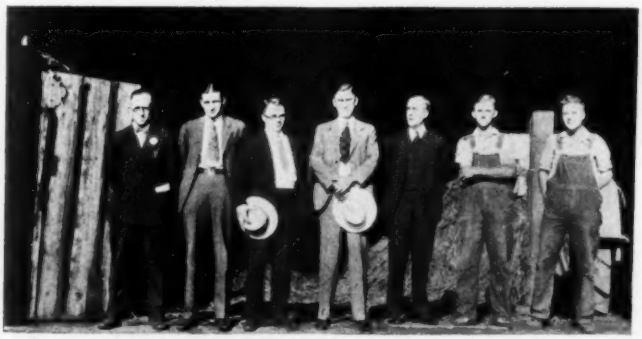
*Paper presented at annual convention, Wisconsin Utilities.

And he did not discover this entirely unaided.

It was about the time of that first report, early in 1924, that the Rural Lines Committee of this section began cooperating with the state and national committees on the Relation of Electricity to Agriculture in a program of investigation and extension that has proved a solid foundation for load building.

Five years ago this month electric power was first applied to farm operation on the Ripon line, the first step in our experimental project. During that time an immense amount of data has been secured from it—and from similar projects in other states. That data is showing other farmers how electricity can be put to work on their farms—and what it will cost.

This type of experimental work is probably no longer of the greatest value. In fact, though much of the equipment is still separately metered, and the readings of these meters are still reported to the project leader, active experimental



**Out on the Farm, Where Motors are Working.**

Inspection of Marathon County electrified farms by C. C. Bell, Wisconsin Valley Electric Co.; Geo. A. Rietz, General Electric Co.; J. P. Schaenzer, Wisconsin C. R. E. A. project leader; Prof. F. W. Duffee, University of Wisconsin; O. E. Schubert, General Electric Company; and the Brothers Rakow, interrupted in the process of building a new electrically fed feed bin on their father's farm near Wausau.

work on these farms has long since ceased, and it seems time to remove these sub-meters and to allow this line to revert to the status of an ordinary rural extension.

### Rural Interest Has Outgrown Test Farms, Too

The official electro-test farms came next as a supplement to the Ripon line, and to distribute the effect of experimental work more generally throughout the state.

Since their establishment, however, conditions have changed materially, and our emphasis has now shifted from collecting information to its dissemination leading to the sale of merchandise. Thus it seems that the electro-test farms, too, have fairly outlived their usefulness, and may be properly discontinued in most communities.

With the gradual abandonment of these two features of the project, the activities of the association's industrial fellowship in rural electrification have been turned in other directions. About a year ago, a new man, Mr. J. P. Schaenzer, came into this work. He has devoted his time almost entirely to getting this information we have been collecting into the hands of the people who can use it best.

His methods are worth considering.

### Mr. Schaenzer's Program

First of all, there was a silo-filling school last August before the general silo filling season began. He invited county agricultural agents, implement dealers, the teachers of high school agriculture, known in educational circles as Smith-Hughes men, as well as the rural service men of the utilities. About 150 men, including a fair sprinkling of farmers, were present. Mr. Schaenzer and Prof. Duffee gave them a thorough explanation and a most convincing demonstration of the proper way to operate a silo filler with a 5 h.p. motor.

As a consequence fully 100 silos about the state were filled by this method last fall. Each of them was a demonstration for its community.

There will be more of these schools this fall. Plans are even now being laid for giving this method of silo filling a prominent place on the Station Day Program at the college August 17th.

Last winter Mr. Schaenzer offered a five weeks' course in rural electrification as a part of the regular curriculum of the Wisconsin Short Course in Agriculture. He taught 28 boys, two hours a day, six days a week. The course gave them the rudiments of electricity, and the factors governing its practical use in the home and on the farm.

Another type of extension work was the series of evening classes put on by the Smith-Hughes teachers at Omro and Waukesha for farm boys not attending school—and there are more such farm boys than are enrolled in our schools. Mr. Schaenzer and the local utilities helped in these classes with equipment, moving pictures and talks.

Before the course at Omro was finished the homes of two of the boys were connected to a rural line, and later three of the boys attending put in water systems. Perhaps that is why they came in the first place; perhaps they got the idea there. At any rate these things indicate a definite connection between this work and the rural load.

The schools were small in themselves, but they open up great possibilities. They have been carefully watched by the authorities in charge and are said to be the first of their kind that have ever been offered. Mr. Jones and Mr. Locke, the two high school teachers who sponsored them, are strongly recommending similar courses to the 85 or 90 other agricultural teachers in the state.

At a state meeting of these teachers held in Madison yesterday, Mr. Schaenzer urged similar activity in all high schools teaching agriculture, and the teachers present showed great interest. It is quite possible that there will be from twelve to twenty such schools next year. This is a perfectly definite and logical step toward making such instruction a regular part of the high school course in agriculture, but it is perhaps even

more important in that it will immediately reach farm boys who have left school and are already actively engaged in farming and will very soon be in a position to make decisions in regard to electrification.

### Smith-Hughes Plan Offers Big Opportunity

Rural service departments cannot be too strongly urged to cooperate with this movement in every possible way. The teachers themselves must, of course, decide what material is to be presented, and the manner of its presentation, but while the movement is new, at least they will need all the help they can get and should not only be referred to all of the bulletins, assembled material, and other available information, but should be supplied with equipment for discussion and demonstration and even with speakers to present any material they need.

Incidentally, it may be of interest that one of the requirements of the Smith-Hughes law is that the teachers must to some extent follow up the instruction given in part time schools to see that the pupils apply on their farms what they have learned. These teachers are, therefore, in a strategic position in regard to rural electrification and should have our best help in their effort to inform themselves fully and accurately.

Then came the farmers' institutes, a well established agency for disseminating information among the farmers of the state. Mr. Schaenzer spoke on rural service at half a dozen of these meetings last winter. And at Farm Folk's Week, held at the College of Agriculture early in February, he and Prof. Duffee led discussions of various phases of it at four half-day sessions. They both have talked about it over the radio in some of the noon-day broadcasts.

In addition to the institutes under the auspices of the College of Agriculture, a number of the utilities have put on similar meetings in co-operation with county agricultural agents. Talks, demonstrations, moving pictures and exhibits, make up the program.

The printed word is doing its share in building up rural load. The agricultural press is according more and more space to stories of the use of electricity on the farm. This general publicity can-

**Hosts to Rural Electric Men at Wisconsin Convention.**

At the July 18-19 annual meeting of the Wisconsin Utilities Association, at Wausau, these members of the Wisconsin Valley Electric Company Rural Service Department, held an extra convention of their own. Left to right: Geo. Thill, Don Payne, Clive C. Bell (Mgr.), Harold Evenson, Herman Rakow. And how these boys are "building the lead" up in Marathon County.

not fail to have an influence on the public attitude toward electric service.

During the past year Prof. Duffee and Mr. Schaenzer have prepared for publication by the college a 40 page circular on water supply systems. It is extension circular 229 and should be in the hands of every utility man having to do with rural sales or service, as it is probably the best and most complete publication of its kind available.

Mr. Schaenzer has also begun the distribution of heretofore unpublished data on the various subjects under investigation, in the form of data sheets punched for standard ring books. As they become available these sheets are sent out to the utility companies and anyone else asking for them, and are growing into a handbook of extremely valuable information.

One further bit of educational publicity from the university came this past spring from a truck equipped to carry septic tank forms for demonstrations throughout the state. On one side of this truck a diagram of a modern sewage disposal system was painted—and on the other a diagram of a deep well water system.

Since a water system is essential to modern sewage disposal, some of the utilities took advantage of this activity by furnishing water systems for display at the septic tank demonstration. Mr. Schaenzer spoke on water supply at fourteen of these meetings. In this way our experimental project is becoming an educational program that naturally results in building up the load with benefit to the farmer as well as to the utility.

### Proving Profits to the Farmer

To secure more complete data on the total effect of farm electrification a sub-committee of the Rural Service committee has been formed. We realize that as Prof. Hibbard has said, "Farming was once a business in which a man could start with nothing, lose money on the operation every year and finally retire well-off."

But we believe it is a business capable of analysis and that figures showing the financial returns of electrification will be an aid in load building. To be of value, analysis must extend over several years.

No one will deny that a simple and attractive rural rate is an aid to load building and no discussion of rural electrification would be complete without mention of rates and extension policies. It is more encouraging to note that there is a gradual but definite tendency toward general uniformity of the conditions under which farmers throughout the state may secure service. Part of this tendency is, of course, due to consolidations, but there have also been some very definite changes in this respect.

Among the more important of these is the new schedule of the Northern States Water Power Co., under which the utility finances the line with the exception of the service drop, and collects a service charge varying with the size of transformers and a two-part energy rate. The latest rural schedule of Wisconsin Public Service Corporation also provides for a graduated service charge, but the energy rate is in 3 steps. In this case the farmer guarantees a revenue equal to the cost of the line in 3 years. This elimination of wide differences in rural policy helps to clear up the confusion and question in the mind of the farmer and makes him more receptive to new ideas.

### Pending Legislation on Better Wiring

Of all the utility bills before the legislature there is one at least of particular interest in connection with rural service. It is 246A by Mr. J. C. Hanson.

In its present form it provides that before service is furnished the utility must obtain proof that the wiring is in compliance with the state electrical code. Also that such proof shall consist of a certificate from a recognized inspection officer or an affiidavit by the person who did the wiring.

This bill has passed the assembly and seems well on the way to becoming a law. It should help to put teeth in the code and give the utilities some ground for in-

(*Continued on page D 20*)

## *Here's a dealer who makes his sales by*

# Personal Canvass

By CLEMENT WHITE

"THE rapid sale of farm lighting plants shows interest in farm electricity," explains Paul Calvert, who, for the past year, has sold farm electric plants, water plants and refrigerators in rural territory.

"I find the majority of farmers are showing an increased interest in modern equipment," continued Mr. Calvert. "Successful farmers are finding so many profitable uses for electricity, that the demand for farm electric plants, water systems for farm homes and electric refrigerators encourages the salesman to devote his best efforts to locating desirable prospective customers.

"It is important to give the farmer prospect *definite* reasons why he should invest in an electric plant, a water plant or refrigerator. The way I accomplish this object is through canvassing and demonstration. My sales are made through personal calls upon farmers. When I meet a farmer, it doesn't take me long to decide whether or not he is a desirable prospect. It doesn't pay to waste time attempting to sell plants to farmers who cannot afford the equipment. In every community there are farm operators who are good prospects for electric plants, water plants and refrigerators. I boost my business by focusing my sales efforts upon these prospects.

"I get in touch with all of my prospects through personal canvassing trips in the country. As an example, when I call upon an up-to-date farmer, he may mention the names of two or more neighboring farmers who have modern ideas regarding the farming business, and, for this reason, are good prospects for electrical equipment. When I hear of a good prospect, I take a plant to his home and demonstrate its merits, giving special attention to its economy, and design and construction which insure long service."

Mr. Calvert finds the proposition of getting farming operations on a paying basis is a subject which holds the interest of farmer prospects, and he makes effective use of information which proves the economy of electrical service. He focuses the attention of prospects upon the need of modernizing their farms so they can make more money.

### Talks Applications

This salesman swings a lot of new business his way by being alert to grasp good, workable ideas for profitably utilizing electrical equipment on the average farm.

"I find it necessary to have a variety of sales arguments ready for use, so I can present the equipment in the most favorable way for the individual prospect's benefit," remarked Mr. Calvert. "I find the profitable utilization of electricity for power use on farms in my territory is a very effective sales argument. There are approximately 600 of the make of farm electric plants I sell in use on farms in my territory. Many of the owners are using electricity for a wide variety of belt work, in addition to illuminating their homes and outbuildings. The growing popularity of electricity for power use encourages more farmers to buy farm electric plants.

"It's my business to show the farmer prospect how a farm electric plant will pay for itself when used systematically. One of my favorite sales arguments is how the farmer who owns three hundred hens can pay for his plant within three years time through the increased egg production secured when his poultry houses are light-

(*Continued on page D 22*)

Pullin' Together
Power Companies—Private Plant Salesmen
—Wiring Contractors—Plumbers—
Implement, Hardware and other
Equipment Dealers
That all rural families may fully utilize the advantages
of electricity, and benefit by intelligent salesmanship

## Merchandising Electrical Equipment to the Farmer as Viewed by a Manufacturer

*By* J. W. SAVAGE *

AT the outset it might as well be admitted that, as yet, nobody has had sufficient experience in marketing electrical commodities in rural areas to definitely prescribe a method which can be successfully followed in every section of the country.

During the past few years, however, enough experience has been gained to clearly indicate that if this market is to be adequately and economically served, the methods pursued must be substantially different from those now prevailing in the city, because of the wide variance in the density of population.

The importance of getting more than one point of view may be illustrated by a story.

"A Sunday-school teacher was trying hard to impress a tough little pupil with the horrible tortures endured by the early Christians.

"Leafing through the Sunday-school book, she came to a picture of the Christians being thrown to the lions.

"Allowing a few minutes for the horror of the situation to sink in, she said to Willie, 'Isn't that terrible?'

"Whereupon Willie promptly replied, 'It sure is, teacher, there's one poor lion ain't got no Christian'."

This clearly shows the handicap of having but one point of view.

First, let us take a few moments to consider the electrical groups involved in rural marketing because any successful method of merchandising must be predicated on a recognition of the legitimate functions and interests of each group.

We have then, first, the producers—the utilities with the primary job of producing, distributing and selling electrical current—at a profit—and the manufacturers with the primary job of producing, distributing and selling electrical commodities—at a profit.

Next, we have the agencies of wholesale distribution.

In the case of current, utilities, in most instances, are their own distributors, although it is not uncommon to find utilities employing intermediate distributors—in rural areas, particularly.

However, when it comes to commodities, we find a variety of wholesale distributing agencies of varying degrees of competence in the rural market—electrical jobbers, utilities, hardware jobbers, implement jobbers, plumbing supply jobbers, automotive jobbers, mail order houses and what-not.

Therefore, in considering methods of merchandising electrical equipment to the farmer, we must first consider the wholesale channel best suited to serve retail agencies in rural areas.

It must be admitted that up to now, none of the wholesale channels of distribution have functioned very effectively in rural areas. However, it is encouraging to note that many Electrical Dis-

* General Electric Company. Abstract of address before Rural Electrification Short Course, V. P. I., Blacksburg, Va., June 14, 1929.

tributors are beginning to realize their obligation to adequately serve this market, and I think within a very short time we may expect them to place themselves in a position to offer local retail agencies all of the commodities required for light, heat and power on the electrified farm—including such equipment as feed-grinders, water systems, churns, etc., many of which have been orphans heretofore.

This will be a definite step forward in rural marketing. As with the utility and the manufacturer, they must be insured of a profit in this market, and that can be secured only through close co-operation between local wholesalers and the utility men responsible for the extension of rural service.

### Retailing

We now come to the retail channels of distribution—the ultimate point of purchase and sale.

We must take into account, not only the utility and the manufacturer, but also the distributor and retailer, who must function adequately and profitably, if the method is to be successful.

Further, I am of the opinion that many of the difficulties and much of the dissatisfaction existing in rural areas in connection with merchandising, may be traced back to unintentional conflict in the functions of utilities, distributors and retailers. Therefore, it seems desirable to emphasize the fact that the success of each in the rural market depends largely upon a mutual recognition of the job each has to do—and a willingness to help each other in doing that job.

As the situation stands today, electrical retailing to the farmer is being done by manufacturers, utilities, electrical contractors, general stores, hardware stores, implement dealers, chain stores, furniture stores, mail-order houses, and others—and with the exception of the manufacturers and utilities—electrical material is necessarily a relatively unimportant side-line with each of these retail agencies, and treated as such.

This state of affairs is a substantial handicap to the utility, as it results in inadequate wiring, indifferent selling, and the use of sub-standard materials and poorly designed equipment. Naturally this leads to discouraging results on the farm, and dissipates the advantages of electricity to the farmer.

To overcome this handicap, many utilities have undertaken the job of wiring and merchandising farm equipment, but usually the assumption of these functions results in substantial financial loss, and retards the development of independent local sources of supply.

Up to about two years ago, utilities had ample justification for the assumption of these functions. They had to do it as a pioneering job. But, with the rapid acceleration of rural line building during the past two years, the experimental and pioneering stage of the rural electrification movement has past, and we have now definitely entered the commercial stage. The time seems to have arrived when utilities, manufacturers and distributors should co-operate in the development of the independent local retail agencies in rural areas—agencies which will make the electrical business their primary business instead of a side-line. And drawing upon the years of experience they have had in the city, they should take the precaution to limit this co-operation to agencies capable of doing a constructive job.

### Rural Need

What the rural areas need today is a limited number of capable, financially responsible, independent merchandisers having the electrical business as their primary business, and with distributor and utility connections which place them in a position to sell farmers all of the commodities necessary to complete electrification. Utilities, manufacturers and distributors have it within their power to develop such retail agencies, and the results should be highly advantageous to all concerned—not excepting the farmer.

Under such a set-up, the utility rural service department man would be, in effect, a merchandise manager, in the territory covered by him, with a corps of salesmen

# A NEW SA

## Guaranteed "Cost per month of Service"

# ...LES PLAN!

HERE'S a sales plan that has made a big hit! New! Different! Increases sales! Stops adjustment arguments! A *real* plan that has met with striking success!

This, in a few words, is the plan. You guarantee to the purchaser of Globe Glass Jar Batteries at the time of purchase that his battery service will not cost more than a specified amount per month (as low as $1.75 per month, according to type of batteries). Every battery is covered by a 5-year Service Warranty.

Adjustments are made when necessary, according to a definite scale. No delays—no arguments. Misunderstandings with customers are things of the past. The "Cost per Month of Service" plan reduces price resistance and increases sales. It means less "grief" and greater profits.

*Get all the details of this new, up-to-the-minute sales plan. Ask your nearest wholesaler, or write us.*

GLOBE UNION MFG. CO.
22 KEEFE AVE. MILWAUKEE

"The Better Battery"

GLOBE

MADE EVEN BETTER

whose livelihood depended upon their success in selling load building equipment. His job would be to sell "selling" to these men, and his success would be measured by increases in current consumption on the lines in his territory.

Now let us assume—first: that the electrical distributor was in a position to provide all of the equipment necessary to farm electrification; and second: that he had, as his customer, a local retail agent of the character described in the foregoing—and then let us get back to the subject, "Methods of Merchandising Electrical Equipment to the Farm as Viewed by the Manufacturer," and analyze the probable results of such a set-up.

A manufacturer, who had advertised his goods in the rural field and thereby secured public acceptance, would be reasonably sure that the farmer who wanted to buy his products would find them near by. Further, it will relieve the manufacturer of a single commodity of the uneconomic burden of specialty selling in the rural field.

For the utility, it would mean the acquisition of a sales force which was not on its payroll, but which, nevertheless, had the incentive of profit to stimulate it in selling equipment which would build load for the utility—thus producing the primary result the utility wished to attain.

## Building Harmony

Through the merchandising counsel and help offered by the rural service men, this rural agency could maintain a high level of sales on the best load builders, and because the profits on these sales had been secured through the co-operation of the utility representative, harmonious trade relations would exist, and such relations are invaluable to the utility.

The rural service man would be in a position to act as counsel to the farmer instead of as salesman, and, as such, his advice would be more highly valued and appreciated. This would contribute toward sound public relations.

For the electrical distributor, it would provide relief from the prohibitive sales expense which has kept him out of the rural market heretofore, in that it would reduce the number of calls, and increase the value of sales per call. Further, it would justify him in expanding his lines to embrace electrical farm equipment, such as water systems, feed grinders, etc., and make it possible for him to economically make these commodities readily available in rural areas.

For the retailer, it would create an incentive to specialize on the application of electricity to farm requirements. With the help of the manufacturer, the distributor and the rural service man, the best methods of selling merchandise and building load would be at his disposal as aids in his development as a merchandiser.

He would have the incentive of profit to sell rural electric service in terms of service, rather than in terms of individual commodities. In other words, he would sell the value of low cost ground feed instead of feed grinders; convenient cooking and palatable food instead of ranges; warm baths instead of water-heaters. In a word, the elements of comfort, convenience and profit the farmer wants, and which the farmer knows can be secured only through the utilization of current and commodities, which, in themselves, are of no interest to him.

And last but not least, the farmer would have a competent and accessible source of information and supply. He would not be obliged to deal with a wide variety of mechanics and merchants. Electrically speaking, he could buy a complete suit of clothes in one place rather than wandering from place to place to buy a coat here, a vest there, and a pair of trousers some place else.

His appreciation of the value of electricity would be increased through contact with local acquaintances, who were, in effect, the rural electrical authorities in the community. He would have the privilege of selection based on the disinterested counsel of the rural service man.

All this may sound Utopian—maybe it is. Our experience has

(*Continued on page D 23*)

# Bob's Page

Devoted to Merchandising of Electrical Equipment in Rural Communities

**Conducted by Robt. J. Fulton**

## Know the Field

ARE you a merchant or a storekeeper? Competent authorities tell us there will be one-half million farms electrified during the next three years. This means profitable business for those whom the farmer trusts.

Have you analyzed the territory that you serve? If not, do it now for it is the key to future profits.

Can you tell those in your territory what it will cost to wire their farms? Or what equipment they should buy first and why? Or what it costs to operate the various devices and how they compare with old equipment and methods? Do you know the answers to these questions or will you try to guess them when Mr. Farmer is ready or is looking around?

Some dealers do business that way and practically all their business is delivered f. o. b. their cash registers. But if you wait to get the information necessary for various electrical appliances until Mr. Farmer calls on you, you are going to be all out of luck. He will go to the person who can tell him right off the bat *what's what and why*. So if you do not get Mr. Farmer's business and it goes to some one else, don't blame anyone but yourself.

Here are a few things you ought to know:

Every farmer who has electricity in his barn should have a portable motor. He should get one that is so balanced that one man can handle it. It will pay for itself in a very short time. It saves time and labor. With a 5 h.p. motor, E. Knodt filled his 14 x 44 foot silo using 96 kilowatt hours of power. Henry Franzmeier filled 14 x 40 and 16 x 40 and 14 x 38 silos and used 340 kilowatt hours.

Two silos, each 13 x 40, were filled on Louis Franzmeier's farm using only 142 kilowatt hours. These farms are all in Minnesota.

Successful operation of filling a silo is dependent on the following conditions, using a 5 h.p. portable motor:

Elevate at low speed.

Not chunk the ensilage at low speed.

Have the transformer up close to the loads and have adequate wiring on the farm.

Have proper ratios for pull-up to obtain right speed and not have belt slippage on the motor pulley.

Have a belt which is reasonably pliable to maintain a low slippage.

One farmer reports that he saved 70 hours of farm-hand labor in one week with a motor. Also 48 loads of hay were hoisted into a barn averaging less than 6 cents per load. 135 tons of corn cut by an ensilage cutter at a power cost of less than 3 cents per ton; 1,800 bushels of corn husked in 40 hours costing about 60 cents per 100 bushels for power; 150 lbs. of bone ground per hour at a power cost of about 3 cents per 100 lbs.

You should, if you want any of Mr. Farmer's trade, study things that he will be needing, wanting and buying. Make your store or shop attractive. Clean your windows and use that space in a way to reflect the inside of the store. The windows are the eyes of your store. If you do not keep them clean enough so people can see in them, if you do not use them in bringing people into your store, then you might as well be back in the alley or in your barn for all the good your store will do.

Finally, don't wait until Mr. Farmer comes to you asking about electricity and its uses. Maybe he won't come. Prepare yourself and go out after him.

## Purdue Rural Service Conference Program

Below is given the tentative program for the annual conference for rural service men of electric light and power companies at Purdue University, Lafayette, Indiana, October 10-11-12, 1929.

**Thursday, October 10**

**Morning**

9:45 A. M. Opening Welcome Address
Representative of University

10:00 A. M. What progress are we making in farm electrification?
Eugene Holcomb, Jackson, Michigan, Chairman, Rural Service Committee, National Electric Light Association.

10:45 A. M. The relation of the County Agent to Rural Electrification and Utility Rural Service Man.

11:30 A. M. How Electric Current Pays Its Way on My Farm.
Arthur Shugart, Marion, Indiana.

**Afternoon**

1:30 P. M. Operating the Thresher or Husker-Shredder with an Electric Motor.
R. H. Wileman, Agricultural Engineering.

2:15 P. M. Electric Water Heaters on the Ohio Experimental Line.
Professor G. W. McCuen or Mr. I. P. Hauser, Ohio State University.

3:00 P. M. How Fine shall we Grind Oats for Hogs and Steers?
Professor F. G. King, Animal Husbandry.

3:45 P. M. Report on New Electric Water Heaters or Use of Light in Brooding Chicks.
Professor C. W. Carrick, Poultry Department.

**Friday, October 11**

**Morning**

9:30 A. M. How demonstrations and demonstration farms aid in rural electric development.
Richard Boonstra, Public Service Co. of Northern Illinois.

10:15 A. M. How to proceed to analyze potential electric load on farms.
Professor E. W. Lehmann, University of Illinois.

11:00 A. M. Planning adequate farm electric service through proper wiring.
Douglas Dow, Detroit Edison Company.

**Afternoon**

1:30 P.M. What types of electric brooders can we recommend.
Professor F. D. Brooks, Poultry Department.

2:15 P. M. Shall the Dairyman use walk-in or tank type storage?
Professor E. H. Parfitt, Dairy Department.

3:00 P. M. Raising more vegetables with electric light and power.
Professor H. D. Brown, Horticultural Department.

3:45 P. M. Discussion of new or unusual uses of electricity on the farm.

**Evening**

6:30 P. M. Evening banquet.

**Saturday, October 12**

**Morning**

9-12 A. M. Rural merchandising.

---

## Binks New Hurley Unit Is Announced

The Binks Manufacturing Company, 3114 Carroll Avenue, Chicago, announces an all-purpose utility spray painting and finishing outfit, known as the Binks New Hurley Unit.

This outfit is being manufactured on a large production basis for general utility work such as touching up, refinishing, repainting, and lacquering practically any product. It is also adapted equally for the spraying of insecticides and disinfectants.

It is equipped with a full size quart all metal container and a Binks pressure cup spray gun supplying an atomized flat spray four inches in width.

The air compressor unit is belt driven and connected to a ¼ H. P. General Electric Motor. This unit has a capacity of 2.16 cubic feet of air per minute.

The outfit is sturdily constructed. A rib cast iron air container is mounted between the motor and the compressor on

**Here's the Binks New Hurley Unit**

a pressed metal base all of which is mounted on rubber feet. The cylinder and base are cast in block of seasoned grey iron and accurately machined.

Ten feet of rubber covered electric cord, attachment plug, and ten feet of braided rubber air hose are attached to the outfit. The Binks New Hurley Unit is complete ready for use upon delivery.

## J. E. Nicholas With Pennsylvania State College

Mr. John E. Nicholas has been appointed to the staff at Pennsylvania State College, State College, Pennsylvania. He will be engaged in research work in connection with rural electrification. Mr. Nicholas is a graduate of Lehigh University, in mechanical engineering. He also spent several years with the Bethlehem Steel Co., as engineer. Later he received a master's degree from the Massachusetts Institute of Technology.

J. E. NICHOLAS

During the past few years Mr. Nicholas has been connected with the Department of Mechanical Engineering of the University of Minnesota.

## A New Monarch Range

The Malleable Iron Range Company of Beaver Dam, Wisconsin, has announced a new model H2OA Monarch Electric Range. This range is equipped with an oven twenty inches wide, large enough to bake bread in a desirable quantity for farm use, and cooking top with four surface units, affording ample space for pots and kettles. It is a kitchen heater (as well as incinerator) that will actually give heat to the kitchen in the cold weather. By means of a specially constructed coal-wood section, air is circulated on both sides of the heater compartment as well as over a deep return flue to the rear of the range. The range is fitted with Monarch fire box linings for coal and wood, and provision is made for a pin type waterfront when desired. A flue damper is conveniently controlled from the front of the range. A Wilcolator relay and master switch (when so desired) are placed in a special compartment on the side of the range and accessible therefrom. Oven temperature control is standard equipment.

## Smith Electric Incubator

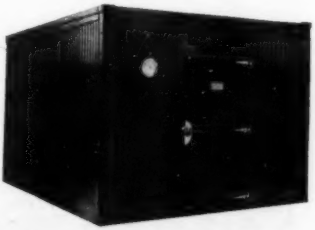
Two factors have contributed to the rapidly increasing popularity of electricity in poultry raising. First, the advent of dependable electric equipment and second, the results obtained thereby.

This is particularly so of well designed electric incubators. Authentic figures show that electrically hatched chickens are sturdier, and as a result a larger percentage of them mature than where other types of heating are employed in incubators.

One of the new electric incubators which have been producing commendable results is that manufactured by the Smith Incubator Company, of Cleveland, Ohio. Dr. S. B. Smith, the inventor, is one of the pioneers in the design and manufacture of electric incubators.

Two models of the Smith Electric Incubator are now being marketed. One is the 52,000 capacity and the other is the junior with 30,000 capacity. Both of these have the fundamental features which contributed to the success of the original Smith machine. In addition they have the special electrical equipment, including strip heating units, new style double thermostat, special moisture control, cooling system and a heat exchanger or economizer.

Temperature control is practically automatic, which produces even temperatures, and which results in very beneficial effects on the chicks hatched.



**The Smith Electric Incubator**

## Ohio Rural Service Men's Conference Program

Herewith is the tentative program for the second annual rural service men's conference to be held at the Ohio State University, Columbus, Ohio, under the auspices of Ohio Committee on the Relation of Electricity to Agriculture. The conference will be held October 25-26th.

**Friday, October 25.**

| | |
|---|---|
| 8:30 | Registration |
| 9:30 | Work of Rural Service Committee...C. I. Weaver |
| 10:00 | Rural Electrification in United States ..... Dr. E. A. White |
| 10:30 | Electric Water System for the Farm..V. L. Overholt |
| 11:15 | Heating Water Electrically.....C. E. Crain |
| 12:00 | Luncheon |
| 1:30 | Rural Electrification from the Farmers View Point. Leo Coleman |
| 2:00 | Electrical Equipment for the Farm Home..... Miss Eloise Davison |
| 2:45 | Electricity in the Dairy Industry...T. E. Hienton |
| 3:15 | Electricity in the Poultry Industry...to be selected |
| 4:00 | Demonstrations |
| 6:00 | Dinner<br>Speakers: President Rightmire, Dean Hitchcock, Dean Vivian |
| 8:00 | Merchandising Electrical Equipment<br>Demonstration Farms, R. Boonstra, L. E. May<br>Demonstration Trucks, H. J. Gallagher<br>Building up the Farm Load, Ralph Prater |

**Saturday, October 26**

| | |
|---|---|
| 8:30 | Recent Development on the Marysville Line..... I. P. Blauser |
| 9:00 | The County Agent and Rural Electrification .... D. S. Myer |
| 9:30 | Rates and Policies..... E. W. Lehman |
| 10:30 | Refrigeration for the Farm.....V. C. Smith |
| 11:15 | Milking Machine in Franklin Co., Ohio..... to be selected |

**Saturday, P. M.**

| | |
|---|---|
| 2:00 | Football—Indiana vs. Ohio State. Make Reservations for tickets with Athletic Dept. Ohio State University. |

## Petersime Chicks Win Award

Of nearly 3,000 baby chicks entered in the annual chick show held in connection with the A. B. C. P. Ass'n Convention at Peoria, Illinois, chicks entered by Mr. Carl Lingwall proprietor of Ling's Hatchery and Poultry Farms of Oneida, Illinois, scored highest in many classes and were awarded the grand championship cup, also the sweepstakes cup.

"Ling," who is a Petersime booster, also has another mighty good reason to be proud of his equipment. According to Mr. Lingwall, Mrs. Eloise Niemeyer, the winner of the $5,000 prize in the letter contest of the National Chick Advertising Committee, purchased 300 chicks hatched by him and had the satisfaction of raising 288 of them. Using this group of chicks as a basis for her prize winning letter she was able to win first prize of $5,000.

## Detroit Edison Announces an Electric Range

The Detroit Edison Company has announced the development of a new electric cooking machine for household use.

The new machine departs in style and principle from electric ranges previously available. A unique arrangement eliminates exterior nuts and bolts and does away with protruding front legs. The oven is air insulated and comes to cooking temperature in less than five minutes after the switch is turned. It is automatically controlled and equipped with a flashing signal which comes on and off with the heat about once a minute. The interior is finished in burnished chrome plate.

The use of both reflected and convected heat, and the decrease in the mass of the cooking table element are, according to the manufacturer's statement, responsible for speed and efficiency in these units. These heaters are identical, 1,400 watts, and are cone shaped with a chromplate reflector to direct the heat to the utensil.

The heating element or Electrocone can be easily removed for cleaning or renewal, much in the same manner as an electric lamp. Thermostatic control is effected

# A Profit-Maker worth investigating

THERE is a good profit in each sale and it's easy to sell Universal "Nu-Seal" Farm Light Batteries.

For twenty-seven years, Universals have held a reputation for high quality. The "Nu-Seal" has every newest improvement—larger jars, extra thick plates, big sediment space, improved pilot cell and *double insulation!*

It is being advertised to nearly six million farm families!

Universal prices meet all legitimate competition. Get the details on this money making proposition. Write today for the new 1929 catalog and prices.

**UNIVERSAL BATTERY COMPANY**
**3414 South LaSalle Street, CHICAGO, ILLINOIS**
***Batteries for Every Purse and Purpose***
**AUTOMOBILE • RADIO • FARM LIGHT**
***Parts for All Makes of Batteries • Shop Equipment***

# Universal Batteries

for the oven through a simple mechanism using a standard mercury-type of switch.

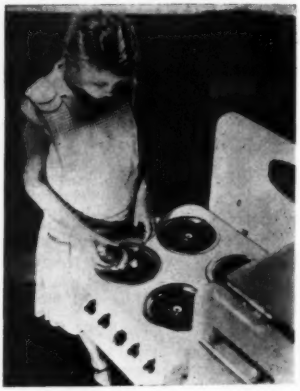
Edward T. Gushee is Manager of the Manufacturing Division of The Edison Illuminating Company, which is making the range. "Throwing away precedent, Mr. Alex Dow, President of The Detroit Edison Company, placed the problem in the hands of a competent firm of production engineers in Detroit, giving them instructions to develop a range ample in size and performance which could be sold at a popular price. We believe that this has been done and that the new machine meets these exacting requirements."

Speaking of the policy on distribution, Mr. E. T. Gushee, Manager of the Manufacturing Division of the Edison Illuminating Company, which is making the range, states: "This cooking machine has been designed for mass production and mass distribution at equally low cost must follow.

"We are not going to build an elaborate sales organization, nor are we proposing to fill all the demands for all types of cooking machines and requirements. Inevitably the public will require special ranges, for which they will pay. These are out of our province. We are constructing an economical stove for manufacture under modern practice."

The engineering work in the range factory is in charge of Warren Noble, of Detroit, who has been largely responsible for the design of the product.

Illustrating of Electrochef, with chrome lined oven



Heating Cones can be Removed by unscrewing

Harold Glazier, formerly with the Ford Motor Company, is plant superintendent. R. B. Marshall, formerly inspection engineer with The Detroit Edison Company, has general charge of factory and office.

The entire development has been handled through a subsidiary of The Detroit Edison, in order that accurate cost records might be always available. Edward T. Gushee has charge of the general program of development and sale.

## Rural Load

(*Continued from page D 8*)

sisting on better wiring in the country where there is no authorized inspection.

### Equipment Is Improving

Since the development of equipment is a continuous process the exact achievements of the past year are hard to define. There are now on the market, however, four satisfactory feed mills of the hammer type—three of them made in Wisconsin. Obviously none of them has reached perfection, but the many changes in design have greatly increased their capacity

# Every RURAL DEALER and SERVICE MAN needs this HANDBOOK

**THE successful application of electricity to farm and rural household applications is dependent on correct and adequate wiring.**

***Here is the whole story for you—***

a complete treatise on farm wiring just published by the Committee on the Relation of Electricity to Agriculture. Technical details are explained in simple language. All important farm buildings are included.

Your success as a dealer or service man in this field hinges on your ability to give sound advice and to do satisfactory work—and to make sure that the farmers future as well as present needs have been taken care of.

For a limited time we are giving this book FREE with a two-year subscription to the Dealer Edition of Electricity on the Farm. The price of both is only $1.00—fill out the coupon today.

**80 Pages**
*Fully Illustrated*
*Substantially Bound*

## FREE

This 50c hand book, published by the Committee on the Relation of Electricity to Agriculture will be given away for a limited time with a two year subscription to Electricity on the Farm (Dealer Edition). For One Dollar ($1) you get this 80 page volume and 24 issues of ELECTRICITY ON THE FARM.

To ELECTRICITY ON THE FARM, 225 W. 34th St., New York City. please send me ELECTRICITY ON THE FARM each month for two years, and a free copy of C.R.E.A. Bulletin, Vol. 4, No. 1, the total cost of which is to be $1.00 for which I enclose check—money order—stamps.

I want to be able to tell my rural prospects how to wire their farm, so please send me

Name .....

Address .....

Business .....

Buy by Mail from Brook and Benefit from the
LOWEST PRICES
on
FIXTURES - RADIO
CONST. MATERIALS - APPLIANCES

Our New Catalog of Lighting Fixtures Is Ready Now

This valuable handbook, beautifully illustrated in actual colors, presents a thoroughly up-to-date line of fixtures at low prices permitting an exceptional mark-up. It offers you a means of better buying and more profitable selling—and a copy will be sent gladly upon receipt of your request.

Send for Our Big New Catalog and See for Yourself

BROOK
Electrical Supply Co.
213-15-17 SO. PEORIA ST.
Chicago

and improved their effectiveness.

Portable motors have also received much attention. Wagner offers one totally enclosed and ventilated. Master extends the shaft at both ends and drives 2 pulleys at the same time. Century provides a uinque mounting for a portable in that it does not depend upon the wheels for support when in use. G. E. has lightened and simplied its outfit. But they all have common faults. I believe none of them is fitted with a really durable heavy duty connection plug and none is regularly furnished with pulleys large enough for the job most commonly given them—feed grinding. The prices at which they are offered are also an obstacle to load building. Further uses of portable motors, 5 and 7½ H.P., recently reported include threshing, corn shredding and elevating pea vines for silage.

While milk refrigerators are already on the market there is need for further study of milk cooling and especially for the development of a more extensive market for the high grade product which electric cooling makes possible.

Positive electric ventilation also needs our attention as a better understanding of this subject may add a very desirable load.

Lights for insect control also offer interesting possibilities, but their use is now limited by lack of information.

The rapid adoption of the combined harvester makes grain drying an immediate problem. More than a score of workers are investigating the use of power for this purpose. There is also a widespread interest in hay and roughage drying. At least two large outfits are now in use in Wisconsin. Both use considerable power and if they prove as successful as now appears they open the way to a greater use of electric service.

But all of these applications as well as those already in common use are limited to stationery operations about the farmstead, while fully three-fourths of the total energy used in agriculture is expended in tractive effort. What we really need, then, to perform by far the biggest part of the farm work is an electric tractor or some other form of "haulage" as the British call it. The load building possibilities of such an application are truly stupendous.

All of which means that much as has been accomplished, the best is yet before us and it is still appropriate to speak of rural electrification in the future tense.

## Personal Canvass

(*Continued from page D 9*)

ed morning and evening. This is an effective argument, as most every farmer I meet is interested in getting bigger returns from his poultry flock.

"I was raised on a farm and am a land owner at present. I appreciate the fact that some farmers haven't bought light and power plants because they aren't informed about the versatile and economical service offered by the equipment. My sales program is based upon the desire to offer farmers the

facts which will awaken their interest in electrical equipment.

"When I sell and install a farm electric plant, a water plant or refrigerator, I want the equipment to stay sold. This is why I give special attention to the service end of my business. Lack of adequate service facilities is a serious handicap to the salesman who works a rural territory; for most farmers expect a dealer to stand back of the equipment he sells and offer prompt, competent service. I find it important to furnish repair parts promptly, and to know how to overhaul and repair farm electric plants and associated equipment. I make a point of instructing the customer regarding the care and operation of the equipment I install on his farm; attention to details of this nature wins the confidence and good will of patrons."

It is this dealer's experience that business goes to the man who is first on the ground with what farm folks want, and who carefully sizes up the possibilities offered by his equipment. He finds rural people are good customers when the right equipment is brought to their attention.

Handling used machinery, which is taken in trade on new equipment, is becoming an important part of Mr. Calvert's sales activities.

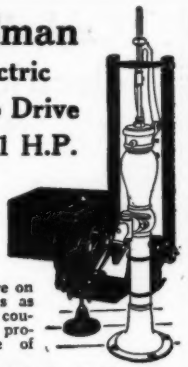
The "trade in" idea, made popular by motor car dealers, appeals to farmers who need larger or more up-to-date outfits. Mr. Calvert experiences little difficulty in finding buyers for serviceable used equipment among farmers who feel they cannot afford to buy new outfits.

## Selling Equipment

(*Continued from page D 14*)

been too limited to definitely prescribe the best method of merchandising electrical equipment to the farmer. Therefore, I offer this idea merely as a method, which, if adopted either in whole or in part, seems to promise advantages to every factor having a legitimate interest in rural electrification—and that is the primary essential in any successful merchandising method.

**Cullman**
**Electric**
**Pump Drive**
**¼ to 1 H.P.**



Chain drive on motor acts as flexible coupling and prolongs life of gears.

The patented Load Equalizer makes starting easy and minimizes current consumption; self lubricating, easy to install, no foundation required.

Send for literature and prices.

**Cullman Wheel Co.**
**1342 Altgeld St.**
**Chicago, Ill.**

**S. O. S.**

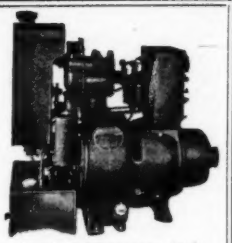
**BATTERIES for Farm Light Plants**

Write for new attractive dealer's proposition on this and other S.O.S. batteries.
S.O.S. are better because of superior design and materials. You can earn bigger profits with S.O.S.

**Victor Storage Battery Co.**
**Rock Island, Illinois (Est. 1914)**

# Cash in on the electricity idea

The electricity idea has taken the farm and suburban home by storm. Home owners everywhere realize the tremendous advantages of electricity. It is no task to sell them the SUNBEAM Electric Plant when they once know its outstanding features. You can increase your profits this year by displaying and featuring the SUNBEAM as a standard item in your store.



Small batteries carry loads up to 200 watts—plant starts automatically on heavier loads.

Take on the SUNBEAM Electric Plant. Talk electricity to every customer. Many of your farm and suburban customers are prospects. Profitable sales of electrical appliances always follow a SUNBEAM sale. Write for complete information.

SUNBEAM ELECTRIC FARM-LITE

*Starts, Oils, Regulates and Stops Itself*

**SUNBEAM ELECTRIC MANUFACTURING CO.**
**Dept. 13, Evansville, Ind.**
*Mfrs. of Railroad Lighting Equipment since 1883*

# Blue Ribbon Electric Milker

**A Portable Milker Requiring No Installation**

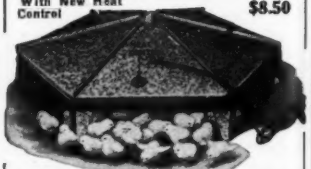
The "Blue Ribbon" is a self-contained milker, requiring no pipe lines or extra equipment of any kind. It operates direct from the light socket of either high line or farm light plant. A beautiful catalog and complete information will be sent on request. Write us today.

**Electric Products Corporation**
**7 Bluff Ave., La Grange, Ill.**

BROWER'S VIOLET LIGHT

# BROODER

With New Heat Control **$8.50**



Brower's Electric "Save-All" fully automatic brooders raise from 10 to 20% more chicks. Less attention, labor, time. Many exclusive features. Galvanized steel, with asbestos-filled, heat-saving lining and metal warmth-deflector. Pilot bulb is violet; heating unit enclosed, guaranteed. Special thermometer. Brower's heat control saves current. Shipped complete with cord, ready for socket. Order direct, if in a hurry, at these prices. State voltage.

| | |
|---|---|
| 75 day old chick cap. | $ 8.50 |
| 125 day old chick cap. | 9.75 |
| 300 day old chick cap. | 13.50 |
| 600 day old chick cap. | 18.00 |
| 1000 day old chick cap. | 22.00 |

Write for BIG CATALOG showing over 350 items including Electric Storage Brooders, Feed Mixers, Alarms, Fountain Heaters, Time Switches, Heating Elements, Automatic Controls, Oat Sprouters, Egg Testers, and Sprayers.

**BROWER MFG. CO., Dept. 3538, Quincy, Ill.**

**DEALERS—Write for proposition.**